

ORDER

FIRST COAST NEWS



Orders	Order / Rev:	725492	Primary AE:	Jim Quinn
	Alt Order #:	06399271	Sales Office:	T-PHI
	Product Desc:	OBAMA EST2265 :60	Sales Region:	NAT
	Estimate:	2265		
	Flight Dates:	10/30/12 - 11/06/12		
	Original Date / Rev:	10/29/12 / 10/29/12		
	Order Type:	Political		
Agency	Name:	Greer Margolis Mitchell/ Pol		
	Buying Contact:		Billing Type:	Cash
	Billing Contact:		Billing Calendar:	Broadcast
		3050 K St NW	Billing Cycle:	WEEKLY
		Washington, DC 20007	Agency Commission:	15%
Advertiser	Name:	Obama For America		
	Demographic:	A35+	New Business Thru:	
	Product Codes:	PL-Presidential	Order Separation:	00:15:00
	Priority:	P-3	Advertiser External ID:	
	Revenue Codes:	AGY, GEN, POL	Agency External ID:	

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount	Totals				
					Month	# Spots	Gross Amount	Net Amount	Rating
10/29/12	11/04/12	9	\$5,150.00	\$4,377.50	November 2012	13	\$6,320.00	\$5,372.00	0.00
11/05/12	11/11/12	4	\$1,170.00	\$994.50	Totals	13	\$6,320.00	\$5,372.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WJXX	10/30/12	11/05/12	GMJ	CM	M-F 6a-7a	MTWTF--	1:00	2	\$180.00	P-3	0.00	NM	2	\$360.00
				M-F 6a-7a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	MTWTF--		2				\$180.00		0.00			
E 2	WJXX	10/30/12	11/05/12	Good Morning America	CM	M-F 7a-9a	MTWTF--	1:00	1	\$220.00	P-3	0.00	NM	1	\$220.00
				M-F 7a-9a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	MTWTF--		1				\$220.00		0.00			
E 3	WJXX	11/06/12	11/06/12	Good Morning America	CM	M-F 7a-9a	-T-----	1:00	1	\$220.00	P-3	0.00	NM	1	\$220.00
				M-F 7a-9a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	-T-----		1				\$220.00		0.00			
E 4	WJXX	11/04/12	11/04/12	GMA Sunday	CM	GMA Sunday	-----S	1:00	1	\$300.00	P-3	0.00	NM	1	\$300.00
				GMA Sunday											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S		1				\$300.00		0.00			
E 5	WJXX	10/30/12	11/05/12	FCN News at 6	CM	M-F 6p-6:30p	MTWTF--	1:00	2	\$260.00	P-3	0.00	NM	2	\$520.00
				M-F 6-6:30pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	MTWTF--		2				\$260.00		0.00			
E 6	WJXX	11/03/12	11/03/12	FCN Sat News at 6:30	CM	Sat FCN News	We-----S-	1:00	1	\$300.00	P-3	0.00	NM	1	\$300.00
				Sat 6:30-7p/7p news after footba											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-		1				\$300.00		0.00			

Order / Rev: 725492
 Alt Order #: 06399271
 Flight Dates: 10/30/12 - 11/06/12

Advertiser: Obama For America
 Product Desc: OBAMA EST2265 :60
 Estimate: 2265

WJXX-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 7	WJXX	10/30/12	11/05/12	FCN News at 7p M-F 7-7:30p	CM	M-F 7p-7:30p	MTWTF--	1:00	2	\$550.00	P-3	0.00	NM	2	\$1,100.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/30/12 11/05/12 MTWTF-- 2 \$550.00 0.00															
E 8	WJXX	10/30/12	11/05/12	FCN News at 11pm M-Su 11-11:35p	CM	M-Su 11p-11:35p	MTWTFSS	1:00	2	\$450.00	P-3	0.00	NM	2	\$900.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/30/12 11/05/12 MTWTFSS 2 \$450.00 0.00															
E 9	WJXX	11/03/12	11/03/12	Prime College Football 758p-1130p	CM	758p-1130p	-----S-	1:00	1	\$2,400.00	P-3	0.00	NM	1	\$2,400.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/29/12 11/04/12 -----S- 1 \$2,400.00 0.00															
													Totals	13	\$6,320.00